

ORDER



Orders
Order / Rev: 722401
Alt Order #: 06374654
Product Desc: DSCC-KAINE
Estimate: 12554
Flight Dates: 10/16/12 - 10/21/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Media Strategies
Buying Contact:
Billing Contact:
 11350 Random Hills Road Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Kaine,T/ D/ DSCC/ Senate-VA
Demographic: A25-54
Product Codes: IS-Candidate/US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	40	\$58,200.00	\$49,470.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$58,200.00	\$49,470.00	0.00
Totals	40	\$58,200.00	\$49,470.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/16/12	10/19/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	- TWTF - -	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			4		\$450.00		0.00				
2	WUSA	10/16/12	10/19/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	- TWTF - -	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			4		\$800.00		0.00				
3	WUSA	10/16/12	10/19/12	CBS This Morning CBS This Morning	CM	7-9a	- TWTF - -	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			4		\$400.00		0.00				
4	WUSA	10/16/12	10/19/12	Price Is Right The Price is Right	CM	11a-12p	- T - - F - -	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- T - - F - -			2		\$1,500.00		0.00				
5	WUSA	10/17/12	10/17/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	- - W - - - -	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- - W - - - -			1		\$1,500.00		0.00				
6	WUSA	10/18/12	10/18/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	- - - T - - -	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- - - T - - -			1		\$1,500.00		0.00				

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 Flight Dates: 10/16/12 - 10/21/12

Advertiser: Kaine,T/ D/ DSCC/ Senate-VA
 Product Desc: DSCC-KAINE
 Estimate: 12554

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	10/16/12	10/18/12	3-4p The Doctors	CM	3-4p	- T- T- - -	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- T- T- - -		2				\$500.00		0.00			
8	WUSA	10/17/12	10/19/12	4-5p Dr. Phil	CM	4-5p	- - W- F- -	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - W- F- -		2				\$1,200.00		0.00			
9	WUSA	10/16/12	10/19/12	9 News @ 5p 9 News @ 5p	CM	5-6p	- TWTF- -	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- -		4				\$1,200.00		0.00			
10	WUSA	10/16/12	10/19/12	9 News @ 6p 9 News @ 6p	CM	6-630p	- TWTF- -	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- -		4				\$1,500.00		0.00			
11	WUSA	10/16/12	10/19/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	- TWTF- -	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- -		4				\$1,500.00		0.00			
12	WUSA	10/18/12	10/18/12	Entertainment Tonight Entertainment Tonigh	CM	730-8P	- - - T- - -	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - T- - -		1				\$3,000.00		0.00			
13	WUSA	10/17/12	10/17/12	Wed Prime C CSI: Crime Scene Inv	CM	10-11P	- - W- - - -	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - W- - - -		1				\$7,000.00		0.00			
N16	WUSA	10/20/12	10/20/12	Sat Prime B Crimetime Saturday	CM	9-10P	- - - - - S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S-		1				\$4,000.00		0.00			
18	WUSA	10/17/12	10/19/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	- - W- F- -	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - W- F- -		2				\$2,500.00		0.00			
19	WUSA	10/20/12	10/20/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	- - - - - S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S-		1				\$2,500.00		0.00			
20	WUSA	10/21/12	10/21/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	- - - - - S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S		1				\$2,500.00		0.00			
N21	WUSA	10/18/12	10/18/12	Letterman Late Night with Davi	CM	1135P-1237A	- - - T- - -	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - T- - -		1				\$1,400.00		0.00			
													Totals	40	\$58,200.00